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MARKETING & PUBLIC OPINION RESEARCH

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MEMORANDUM



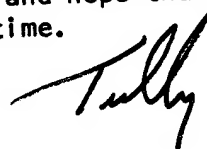
to: Ambassador George Bush  
from: Tully Plesser  
subj: Poll Data Regarding the C.I.A.  
date: January 27, 1976

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1. The attached Harris Survey for December 1975 suggests a significant shift in public opinion and attitudes toward the C.I.A. over the past year. Specifically, the momentum and direction of that shift appears to be out of "undecided/not sure" and into "negative."
2. In fact, this December Survey report is an excellent and typical example of biased analysis that we have come to expect from some research firms with media constituencies to support. The wording of many of the questions in this survey begs for negative reactions from the public. Furthermore, the similarly negative reactions to the activities of investigating committees involved contradicts the overview and tone of the report, as do the findings regarding tighter controls on the C.I.A. in the future.
3. Briefly stated, the attached report takes the views of an uninformed and confused public, currently in the process of emotional "milling" and searching, and attempts to engineer its data into a conclusion that the prevailing national attitude toward the C.I.A. is overwhelmingly negative.

Our point of view centers around the possibility that public thinking on this volatile subject is extremely mercurial, and that events and managed communication can have a dramatic effect on public perception of our nation's intelligence efforts in the immediate future and over the long term.

I will be in touch with you next week and hope that we can explore this subject further at that time.



TP/pzm

Quayle, Plesser & Company, Inc.  
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*not distributed*

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# EXECUTIVE SECRETARIAT Routing Slip

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SUSPENSE		Date			

Remarks:

Attached provided FYI per DCI's request.

Executive Secretary

18 February 1976  
Date

3637 (1-75)

*Pub Affs*

# The Harris Survey

Approved For Release 2002/05/07 : CIA-RDP79M00467A002700040009-0  
INVESTIGATIONS HURT CIA AND FBI

Negative Registry  
76-840

For Release: January 22, 1976

By Louis Harris

Public confidence in both the FBI and the CIA has been severely shaken as a result of the revelations that have been made about the two organizations.

Over the past year, according to a recent Harris Survey of 1,394 adults nationwide, the public's rating of the job the CIA has been doing has fallen from 39-31 percent negative to 49-32 percent negative. In particular, by more than three to one, the public condemns the CIA activity of spying on prominent Americans here at home. A 74-9 percent majority of the public also feels that "it was wrong for the CIA to work out a deal with Mafia characters to try to assassinate Castro."

The FBI still has a positive rating of 49-39 percent from the American people, but a real question remains in the public's mind as to whether the chief domestic intelligence arm of government can do an effective job when less than half the public expresses confidence in it. A 62-18 percent majority of the public is critical of the FBI for its domestic surveillance of prominent citizens. A thumping 80-7 percent feel "it was wrong for the FBI to send a note to Martin Luther King suggesting that he commit suicide."

The Congressional committees that have been the main sources of the spectacular revelations about the CIA and the FBI have not covered themselves with glory in the eyes of the American people. The Church Committee in the Senate is given a 40-38 percent negative rating. For its part, the House Committee, headed by Rep. Otis Pike (D.-N.Y.) emerges with a slightly worse, 40-36 percent negative assessment from the public.

The barrage of charges and insinuations about the FBI and the CIA have left much doubt and confusion among the American people. When asked if "both the CIA and FBI have learned their lessons and now will run things properly," a 41-30 percent plurality of the public doubts that this is so, with a substantial 29 percent not sure. This is a highly significant finding, for it means that the American people simply do not think that the CIA and FBI can be trusted to oversee their own affairs.

However, the suggestion of "putting tighter controls" on both agencies does not meet with much public approval, either. A 48-31 percent plurality does not approve of such policing because they feel that "sometimes the FBI and CIA know better than any outsider what is involved in an investigation."

The public is also disturbed about the amount of classified CIA and FBI information that has been leaked from the congressional committees. A 52-33 percent majority agrees with the claim that "so much of the secret work of the CIA and FBI has been made public that soon they won't be able to do their jobs." In short, most Americans feel that one of the results of the investigations has been to make the work of the agencies less effective.

This leaves the American people, as well as the federal government, in a troubling dilemma. On the one hand, it is clear that the public no longer trusts the CIA and the FBI to operate on their own, for fear that they will engage in excesses of the kind that have been revealed. On the other hand, people are aware that the two agencies need to conduct their activities in a reasonable amount of secrecy. Somehow, the contradiction will have to be worked out.

## TABLES

The Harris Survey recently asked a cross section of 1,394 adults nationwide: "How would you rate the job being done by (READ LIST)--excellent, pretty good, only fair or poor?"

### RATINGS OF KEY GROUPS IN FBI AND CIA CONGRESSIONAL INVESTIGATIONS

	Positive %	Negative %	Not Sure %
The FBI			
Dec. '75	49	39	12
The CIA			
Dec. '75	32	49	19
Nov.	31	51	18
Aug.	36	45	19
Jan.	34	39	27
Dec. '74	31	39	30
The Senate CIA Investigating Committee			
Dec. '75	38	40	22
The House CIA Investigating Committee			
Dec. '75	36	40	24

-OVER-

The Harris Survey then asked: "Let me read you some statements some people have made about the recent investigations of the CIA and FBI by the Senate and House Investigating committees. For each, tell me if you tend to agree or disagree. (READ STATEMENTS)."

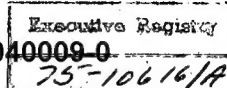
## STATEMENTS ABOUT CONGRESSIONAL INVESTIGATIONS OF CIA AND FBI

	<u>Agree</u> %	<u>Disagree</u> %	<u>Not Sure</u> %
<u>Pro-CIA and FBI</u>			
So much of the secret work of the CIA and FBI has been made public that soon they won't be able to do their jobs.	52	33	15
It would be a mistake to put tighter controls on the CIA and FBI because sometimes they know better than any outsider what is involved in an investigation.	48	31	21
Both the CIA and FBI have learned their lessons and now will run things properly.	30	41	29
<u>Anti-CIA and FBI</u>			
It was wrong for the FBI to send a note to Martin Luther King suggesting that he commit suicide.	80	7	13
It was wrong for the CIA to work out a deal with Mafia characters to try to assassinate Castro.	74	9	17
It was a violation of basic rights for the CIA and FBI to conduct spying on prominent Americans here at home.	61	18	21

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76: 7



CENTRAL INTELLIGENCE AGENCY  
WASHINGTON, D.C. 20505

*Basic  
Public Affairs  
21 Dec*

22 January 1976

ATOTHR



Many thanks for your kind and thoughtful comments about the radio interview on Station KDKA mentioned in your letter of 21 December.

We here at the Central Intelligence Agency strongly believe that it is only with the continuing support of our fellow Americans like yourself that we are able to do the work which we must to defend and protect America now and in the future.

Faithfully,

Vernon A. Walters  
Lieutenant General, USA  
Deputy Director of Central Intelligence

For VAW:me/22Jan76

Distribution:

- Original - Addressee
- 2 - DDCI files
- 1 - ER

[Redacted]  
21 December 1975

Dear Gen. Walters;

I heard you on radio KDKA, 20 December 1975. I am grateful the CIA has a man of your caliber, intelligence, and background to inform President Ford.

Your answers to questions were very clear and informative. Naturally its understandable all questions could not be fully answered.

Too many people, at present, find fault with both the FBI and CIA and claim they are destroying individuals civil liberties, but I believe that the exact opposite is taking place.

There still are many persons who believe in the CIA and what it tries to accomplish, but not enough of these bother to voice their opinions.

We need the CIA and FBI and men like [Redacted] who will take a strong stand against Communism at every opportunity available.

STATINTL

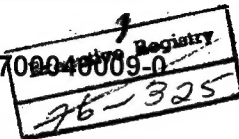
Keep up the good work.

STATOTHR

Sincerely  
[Redacted]

(EXECUTIVE REGISTRY FILE)

*Public Affairs*



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Chairman of the Board

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*Bill Colby*  
*of a*

*Saving the Queen*  
*Bruckley - not great*  
*fiction but ok for*

*CE to*  
*Post in 76*

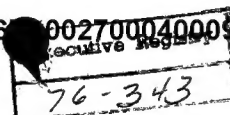
Mr. William Colby  
Central Intelligence Agency  
Washington, D.C. 20505

X-RAYED

**PARADE Publications, Inc.**

733 Third Avenue  
New York, N. Y. 10017





20 January 1976

Mr. Charles J. Greene, Jr.  
The New York Daily News  
1272 National Press Building  
Washington, D. C. 20045

Dear Mr. Greene:

Thank you for your very kind invitation to the  
Gridiron Club dinner on April 3rd. Jim Weighart  
mentioned this earlier, and I am indeed pleased to  
accept.

Sincerely,

/s/

W. E. Colby  
Director

Distribution:

Original - Addressee

1 - DCI w/basic

1 - Assistant to the Director/w/cy basic

1 - ER

MASS 3-1-132

<b>TRANSMITTAL SLIP</b>		DATE
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REMARKS:		
<div style="border: 1px solid black; border-radius: 50%; padding: 10px; text-align: center;"> <i>Internal Suspense 26 Jan 76</i> </div> <p style="text-align: center;"><i>RF</i></p>		
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SUSPENSE \_\_\_\_\_ Date \_\_\_\_\_

Remarks:

*May I have your thoughts  
for conveyance to Comd Bush.*

--

Date

*From the desk of*

Executive Registry

76-312/1

STATINTL January 16th

TO: Ben Evans

FROM:

STATINTL

Mr. Bush would like to get some advice on the attached. He says he is inclined to do it and wants to get CIA's views.

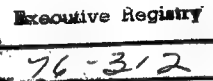
# VFW

Approved For Release 2002/05/07 : CIA-RDP79M00467A002700040009-0

VETERANS OF FOREIGN WARS OF THE UNITED STATES

OFFICE OF THE COMMANDER-IN-CHIEF

January 7, 1976



Honorable George Bush  
CIA Director-Designate  
U. S. Department of State  
Washington, D. C. 20520

Dear Mr. Bush:

The Veterans of Foreign Wars of the United States has scheduled its annual Washington Conference for the period 5-9 March, 1976. The Conference site will be the Sheraton-Park Hotel.

While I know this date is considerably "down the road" and consequently, a firm commitment may be difficult to extend, you are cordially invited to address our National Security Committee at 11:00 A.M., on Sunday, 7 March, in the Virginia Suite of the Sheraton-Park Hotel.

The National Security Committee is composed of 40-45 highly qualified and motivated individuals responsible to our 1.8 million members for the positions we advance in the areas of national security and foreign affairs. I would expect this core group to be joined by the great majority of our National and State leaders for such remarks as you choose to deliver. I would hope that you and Senator John Tower would jointly appear before this audience, with your topic being "The Future Role of the CIA." I would suggest that you plan on 20 minutes of "set piece" remarks with Senator Tower speaking for a comparable period. This would permit some time for floor questions at the end of the two presentations.

For 1974 and 1975, speakers on this occasion included Admiral T. H. Moorer, Secretary "Bo" Callaway, Congressman Dan Flood, General Brent Scowcroft, and Admiral Elmo R. Zumwalt. Besides yourself and Senator Tower, this year's invitees will be Congressman G. V. Montgomery and UN Ambassador Daniel P. Moynihan.

When your plans are set, please have your office contact our Director of National Security and Foreign Affairs, Colonel Phelps Jones, USA (Ret.), at our Washington Office, telephone number -- 543-2239. Col. Jones will be my point of contact for your appearance.

All best wishes to you.

Most cordially,

*Pub. Officer*  
*Thomas C. Walker*  
THOMAS C. "PETE" WALKER  
National Commander-in-Chief

Approved For Release 2002/05/07 : CIA-RDP79M00467A002700040009-0

V.F.W. MEMORIAL BUILDING • 200 MARYLAND AVENUE, N.E. • WASHINGTON, D.C. 20002



FROM:

TO:

ER NO.

76-312

DATE

7 Jan 76

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none

Thomas C Walker  
Veterans of Foreign Wars Bush/ DCI  
of the United States

SUB: Ltr: Inviting Bush to address the National Security  
Committee on Sunday 7 March at the Sheraton-Park Hotel

20 Jan 76: Orig w/1 to DDCI f/action fm ES: 1 cy w/  
cy of /1 to Asst/DCI f/action fm ES: 1 cy w/1 to ER

via RB. INTERNAL SUSPENSE 26 Jan 1976.

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Action: DDCI +  
Asst/DCI

Internal Suspense  
ER:

Mr Bush  
advised  
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command of  
Gen. West  
to DCI. This  
info received  
by Gen. West  
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ATINTEL

FROM:

TO:

ER NO.

76-312/1

DATE

16 Jan 76

CLASS.

none

f/Ambassador Bush

ES  
Ben Evans

SUB: Note: Stating Mr. Bush would like to get some advise  
on the attached, referring to the letter Bush received  
from the Veterans of Foreign Wars of the United States  
inviting him to address theri National Security Committee  
on 7 Mar. 1976

Att: as stated above

20 Jan 76: Orig w/att to DDCI fm ES: 1 cy w/att to Asst/  
DCI: 1 cy w/att ER via RB. INTERNAL SUSPENSE

2

6 Jan 76

STATINTL

ARMED FORCES COMMUNICATIONS AND ELECTRONICS ASSOCIATION

Executive Register

76-276



Publishers of SIGNAL—Official Journal of the AFCEA

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5205 Leesburg Pike, Falls Church, Virginia 22041

Area Code (703) 820-5028

January 15, 1976

Mr. William H. Colby  
Director  
Central Intelligence Agency  
Washington, D.C. 20505

Dear Mr. Colby:

This year we celebrate our nation's Bicentennial and the 30th Anniversary of the Armed Forces Communications and Electronics Association. We plan to highlight these events by publishing short statements from military and government leaders in the May/June Annual Convention Issue of SIGNAL Magazine.

Since we believe our readers would benefit from sharing your thoughts, we invite you to submit a short statement suitable for the occasion of this anniversary. One possible theme might be the recognition of new directions, trends, requirements and technology that are emerging in the areas of communications, electronics, command & control, computers, audio visual and related technologies.

A statement of 300 words or less accompanied by your photograph would be a valued addition to this special issue. Our deadline for receiving the copy and your photograph is March 8, 1976.

I believe your comments will make a major contribution to this special issue, and I would appreciate your participation.

Sincerely,

*George E. Pickett*  
George E. Pickett  
Lt. General, USA (Ret.)  
Executive Vice President

GEP:cnf

2/1.39

TRANSMITTAL SLIP		
TO: Executive Secretary		
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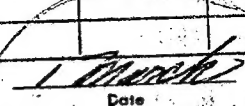
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*Sub. Affairs*

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Executive Secretary